

BEIJING TODAY

COMMERCE



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Ski season peaks

The months of waiting are finally over: the first snow of 2014 – and the first of this winter – has arrived.

But with Beijing's dry weather, even a big dose of the white stuff is soon to expire. That means now is the best time to hit the hills!

This week, *Beijing Today* offers a quick rundown of the city's best ski slopes that are easily accessible from downtown.

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Mobile market slow to win Tier-4 cities

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Developing cities left behind by Internet boom

BY BAO CHENGRONG
Beijing Today Staff

The flow of migrants from big cities to small towns during the Spring Festival has brought both money and fresh ideas to regions left behind in the Internet boom.

Third- and fourth-tier cities are becoming an attractive new frontier for businesses being squeezed in the increasingly fierce first- and second-tier markets.

But winning customers in the countryside remains a challenging proposal: many of China's smaller towns, while connected, have few regular Internet users.

Xiaozhi, a university graduate from a small town in Jiangxi Province, said the experience of disconnecting from Internet life when he returned to his hometown was jarring.

"I learned many new things at school, but once I returned to my hometown my life became the same as my neighbors who had never left," he said.

Few people in his hometown are familiar with using the internet, Xiaozhi said. Although most have phones, few use them for any purpose aside from calls and texting.

"Every day I use the Internet for a bit at work. I try to talk to my friends on QQ to learn something about their life in the big city. They tell me a lot of exciting things, but it seems so far removed from me," he said.

The decentralized nature of rural China makes advertising and promotion especially costly and less effective than in big cities.



Most third- and fourth-tier city residents only use their phones for calls and texting.

CFP Photo

Online promotion fares little better. Xiaozhi said villagers in his hometown are less dependent on the Internet than people living in big cities. Many are also unwilling to trust new brands.

The concept of mobile Internet is even further removed from their daily life. Xiaozhi said his neighbors rarely use the data connections on their phones, as the packages rates are con-

sidered exceptionally high.

Those that do use data connections on their phones limit their activities to chatting on QQ or reading news. Apps and other functions remain alien.

Top app creates an interactive platform for fashion gurus

BY BAO CHENGRONG
Beijing Today Staff

Apart from Weixin, Weibo and blogs, fashion gurus have a new platform they can use to display their designs and find inspiration: Top.

The app is the latest project of Mogujie.com, China's largest women's online shopping community.

Users can follow accounts they are interested in and browse feeds on the front page to find photos and relevant information.

The main feed includes many street shots of celebrities and stills of actors and actresses in TV dramas. Each entry includes information on the clothes and links to shops selling the same on Taobao.

Buying the clothes requires logging in a second time, as Taobao's payment system remains closed to their parties.

Fashion gurus, including models, magazine editors, bloggers and cosmeticians, can open a page to promote and display their own creations. For independent designers, Top also provides a good platform to promote their own brands.

Top is somewhat similar to iChuanYi but directed a niche group. iChuanYi's looks are more geared to the mass market.

The app has attracted 100,000 users, about a fifth of whom are active each day.



Top's app is a platform for fashion gurus to display their designs.

China's 'rain man' shows the need to rethink autism



By **BAO CHENGRONG**
Beijing Today Staff

Zhou Wei may have wowed the audience on *Super Brain* with his math talent, but his personal story was a reminder of how little society understands autism spectrum disorders.

Zhou, 23, previously appeared on *Approaching Science* in 2009 – but not to exhibit his amazing talent.

Approaching Science focused on Zhou's cognitive handicap. After several tests of his knowledge and understanding, the hosts declared him "mildly retarded."

When Zhou was only six months old he sustained a major head injury when he father carelessly threw a wooden pillow across the room. The injury was worsened by the fact Zhou already suffered from rickets and cerebral palsy.

On the program, Zhou wrote all his answers slowly as though he had to think very hard about each. His mother said he did this on purpose because his classmates used to beat him when he finished his math too quickly.

Had *Super Brain* not highlighted his talent, Zhou would most likely remain the target of

severe discrimination.

China has more than 3.5 million people over the age of 15 who are diagnosed with autism spectrum disorders, according to China Disabled Persons' Federation. Only a tenth of them exhibit savant qualities.

Doing the math, that means there are as many as 350,000 autistic savants like Zhou who go unrecognized in society.

That may be because of how public educators treat children with autism spectrum disorders. Only a few cities have special programs to bring autistic children together for drawing and other creative activities.

Foreign countries provide an inspiring example.

Daniel Lightwing, an UK man who has Asperger's syndrome, was allowed to focus on studying math at Trinity College after years of struggling in school. He became a silver medalist in an international Olympic mathematics competition and was awarded a scholarship to study in China, where he met his wife.

Although the college allowed Lightwing to develop his talent in math, real life communication remained a challenge. He struggled to learn the meaning of facial expressions and how to imitate them to convey his feelings.

On Chinese websites, the debate is whether children with autism spectrum disorders should be taught separately from children with average intelligence. Many experts say such education programs could be more effective in cultivating geniuses.

But for a disorder whose main feature is profound isolation, further disconnecting the children from society may open a host of new problems.

Zhou Wei

CFP Photo

PKU College offers home-like education model

By **BAO CHENGRONG**
Beijing Today Staff

PKU College, a K-12 education organization founded by Peking University and APTECH, is trying its hand at a program that merges home and public schooling.

Its creators say it uses the latest research into mirror neuron systems – brain science – to draw out children's potential and creativity.

The system is based on the idea that every child is a natural educator and capable of learning on their own once inspired.

The program opens this September will continue in trial phases for the next six years. Children entering elementary school or the second grade are eligible to apply.

Students who are accepted will be recorded as attending the Experimental Primary School of Peking University.

Apart from traditional courses, the program also encourages children to learn about traditional culture, calligraphy, speech, meditation, the card game Bridge. It also makes liberal use of field trips.

Home schooling has attracted more attention in the last decade.

According to reports, as many as 1 in 50 children in the US is home schooled, and the amount is increasing by 10 percent each year.

Although home schooling is less common in China, a free community education program in Dali, Yunnan Province has shown there is a strong possibility of education reform.



Cultural center celebrates the Russian Olympics



Opening ceremony of the Sochi 2014 Olympics

CFP Photo



By LIU XIAOCHEN
Beijing Today Staff

The Sochi 2014 Olympics is Russia's first time as a host of the winter Olympic Games.

To celebrate the occasion, the Russian Cultural Center is organizing a series of activities through February 23. Planned events include an Olympic book exhibition and a review of Russian athletes' outstanding records.

The book exhibition is presenting *Sochi Olympics Legend*, a new book introducing the details of Sochi Winter Olympics. Other books introduce Russian athletes, the history of the Olympics and the 1998 Mockba Olympics in Moscow in Russian and English.

The Winter Olympics includes skiing, skating and other winter sports that are popular in Russia's cold climate. The review exhibition will feature many Russian Olympic venues, such as the Ice Cube Curling Center, the Ice Skating Center, the Adler Arena, Laura Cross-country Skiing and Biathlon Center, the "RusSki Gorki" Jumping Center, Sanki Olympic Sliding Center and the main Olympic Stadium.

Visitors can also see some of the clothes and tools worn and used by past Russian Olympic medalists in such events as ice hockey, figure skating and speed skating, as well as gymnastics and wrestling.

There will also be a seminar and a lecture about Russian sports terms at the Foreign Economic and Trade University in Chaoyang District on February 26 and 27. The seminar and a lecture will be conducted in Russian.

British embassy offers career advice to returning UK alumni

By LIU XIAOCHEN
Beijing Today Staff

With Spring Festival over, many companies are entering their peak season for recruitment. But how to turn job announcements into career offers is a serious problem for every candidate.

The Cultural and Education Section of the British Embassy is providing a series of support talks and services for Chinese UK graduates, especially in the field of occupation development.

In order to help returning UK alumni understand the local job market and employers' requirements, it is organizing a forum and the special recruitment pro-



University graduates at the job fair.
CFP Photo
gram from March 8 to 16 in Beijing, Shanghai, Chengdu and Guangzhou.

This event will provide an exclusive

platform for UK alumni who are entering the job market for the first time. It will also cooperate with Zhaopin.com, the largest domestic recruitment website, to host the job fair for UK alumni.

Based on comments from UK alumni and domestic employers, the fair is inviting dozens of enterprises and recruiters to participate in development seminars and a special presentation on enterprise recruitment.

Senior human resource experts from several enterprises will introduce information on job searches, career choice, industry outlook, salary and welfare.

In order to meet the demands of job seekers in different levels, there will be

separate seminars for fresh graduates and graduates of previous years in Shanghai and Beijing.

Interested applicants can submit their resume online for Zhaopin.com's 2014 UK alumni recruitment drive. Submitting a resume can improve the chance to communicate face to face with an enterprises' recruitment agent.

For more information, check the official website at alumniuk.org.cn. Resumes must be submitted before 4 pm on March 7.

Event Information

Where: The Landmark Tower, 8 Dongsanhuan Bei Lu, Chaoyang District
When: March 9, 1:30 to 6 pm

Chongqing's hotpot applies for heritage status

By LIU XIAOCHEN
Beijing Today Staff

South Korea's kimchi joined the list of the world's intangible cultural heritage last December; now many Chinese officials are hoping to give their local foods a similar boost in fame.

Chongqing formally submitted an application for hotpot to be recognized as a State-level intangible cultural heritage on January 23. The traditional method of preparation, utensils and food culture of Chongqing were included as part of the application.

Li Dejian, head of Chongqing Hotpot Association, said they mainly applied to seek official protection of the traditional stir frying process, as well as the associated skills, appliances and method of eating.

"Chongqing hotpot originated in the convergence of two river cultures. Stir frying is used across the nation, but our technique and ingredients are unique," Li said.

Chongqing hotpot applied for municipal intangible cultural heritage protection three years ago. Li



Chongqing hotpot

CFP Photo

said he hopes Chongqing's traditional hotpot culture can be passed on as the cuisine moves toward industrial production.

The association said it plans to apply for UN world heritage status next. The inclusion of hotpot as a UN certified intangible cultural heritage would help to spread it worldwide, Li said.

Wang Haitao, an employee of the Chongqing Intangible Cultural Heritage Protection Center, said hotpot is an important part of the region's culture, and that the stir frying techniques used when starting a hotpot are being lost to industrial production.

Hot-and-dry noodles, a traditional food of Wuhan, Hubei Province, are also being submitted for heritage status.

At the end of last year, after UNESCO's deliberation, China's suanpan, an abacus-like arithmetic tool, was officially added to the list of humanity's intangible heritage.

The suanpan was China's 30th item approved for recognition. China currently has more elements of UNESCO-recognized intangible cultural heritage than any other country.

Film screenings review the best of Cannes



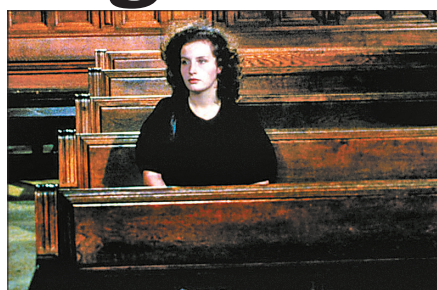
Les parapluies de Cherbourg's post

By LIU XIAOCHEN
Beijing Today Staff

To kick off the start of the Chinese traditional calendar year, the French Cultural Center is screening award winning films from the Cannes Film Festival at the China Film Archive.

Each film has been selected for its historical significance. Some broke the rules and offered viewers a new experience, some were met with an extreme emotional response and others represent the pinnacle of artistic interpretation.

The films selected for exhibition include *Lettre a Freddy Buache* (1981), *L'Argent*, *Boy Meets Girl*, *Cyrano*, *Les parapluies de Cherbourg* and *Kippour*. All are being screened in French with English and Chinese subtitles.



L'Argent

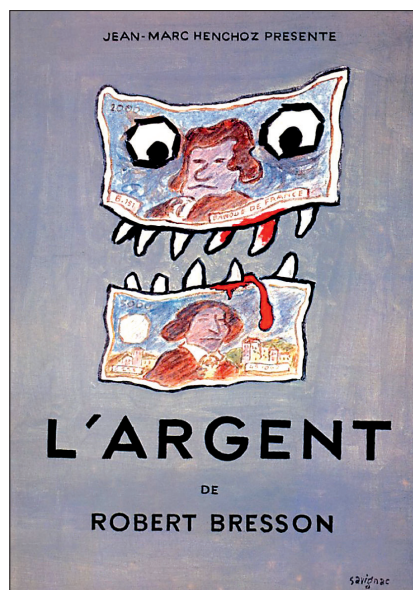


Boy meets girl



Cyrano

Lettre a Freddy Buache is an 11-minute documentary by Jean-luc Godard. Created to memorialized the 500th anniversary of a unified Lausanne, it won at the 35th Cannes Film Festival in 1982. Godard's work was recognized not for meeting established requirements but for



L'argent's post

reproducing reality from the angle of film.

L'Argent is based on Lev Tolstoy's short story. Director Robert Bresson was named Best Director Award for the work at the 36th Cannes Film Festival. The entire film is trapped in an air of melancholy: it was Bresson's last work.

Boy Meets Girl is director Leos Carax's first work and took the Cannes youth award in 1984. The black-and-white film's composition is exquisite, with fixed scene settings and dark, gloomy atmosphere that seems to wallow in loss. The film presents Carax's characteristic environment layout and lens processing.

Cyrano, initially a Cannes pick, went on to win an Academy Award and César Award. It is a tragi-romantic comedy.

Les parapluies de Cherbourg and *Kip-*



Kippour's post

Doubn.com Photos

pour were nominated for the Golden Palm Award in 1964 and 2000. *Les parapluies de Cherbourg* is a musical directed by Jacques Demy while *Kippour* is a war film by Amos Gita.

China Film Archive

Where: 3 Wenhuiyuan Lu, Haidian District

When: 7 pm on selected dates

Cost: 20 yuan

Tel: 8229 6153, 8229 6152

Screening Dates

- *Lettre a Freddy Buache*, *L'Argent* on February 18
- *Boy Meets Girl* on February 20
- *Cyrano* on February 21
- *Les parapluies de Cherbourg* on February 25
- *Kippour* on February 27

Ski season is at its peak

By LIU XIAOCHEN
Beijing Today Staff

The first snow of the winter came to the capital on February 7. With some natural snow on the ground and temperatures in the negatives, now is the time for skiing!

There are several ski resorts in Beijing, but most are located in the outer suburbs. It's best to read up on what each offers before making the long and costly trip out of the downtown.

The nearest resort

Beijing Jundushan Ski Field is located in Changping District near the popular hot-spring resort Xiaotangshan. It is the nearest ski resort to the city center, requiring a 40-minute drive.

The resort has some of the most difficult slopes in China and a few safe and comfortable options for intermediate and beginner skiers. Jundushan also offers night skiing with a professional lighting system.

The cable cars, towing and snow equipment are enough to support more than 6,000 guests each day. Other service facilities including Western restaurants, a coffee room, a foot massage parlor, equipment stores and a supermarket.

Where: Jundushan Ski Field, Zhenshun Village, 588 Cuicun Town, Changping District

When: Days 8 am - 6 pm, nights 5 - 10 pm

Entry: 160 yuan in the day, 100 yuan at night

Tel: 6072 5888

Skiing for beginners

Yunfoshan Ski Field is located on the south side of the Miyun Reservoir. It is a green ski field owned and operated by Yunfoshan Tourism Resort.

The ski field is geared to beginners and



Snowboarding competition



Nanshan Ski Resort has easier runs for children.



Snowboarding exhibition

provides a ski school staffed by 30 professional athletes, all of whom have been awarded in domestic competitions. The instructors help guests to quickly master the basics of skiing.

Yunfoshan cooperates with the Burpon, an American company, to ensure its single-board park meets international standards. There are hardcore platforms and boxes and a U-shaped groove for higher level skiers.

Where: Yunfoshan Ski Resort, Xiwong-zhuang Town, Miyun County

When: 8 am to 5 pm

Entry: 220 yuan on weekdays, 340 yuan on weekends

Tel: 4006321519

Best equipped resort

Beijing Nanshan Ski Resort is also located in Miyun County. It's a winter resort combining skiing, sledding and gliding. It currently has 18 senior, intermediate, junior, learner and entertainment slopes.

Nanshan opened Nokia Nanshan Mellow Park, then China's largest single board park, in 2007. Since then it has introduced and popularized modern free-

style skiing. It also has a Mogul Slope and intermediate practice area.

Where: Beijing Nanshan Ski Resort, Shengshuitou Village, Henanzhai Town, Miyun County

When: Days 9 am to 5:30 pm, nights 5:30 pm to 10 pm

Entry: 220 yuan on weekdays, 360 yuan on weekends

Tel: 5629 6615

Indoor ski field

Beijing Qiaobo Indoor Ski Resort is named for former world champion Ye Qiaobo. It is a sports theme park combining skiing, entertainment, meeting rooms, an expanded training school and ski school.

Being indoors, the park is open year-round.

Although it is an indoor resort, it provides ski slopes for all experience levels. The resort uses advanced technology to make the slopes safe and more like real outdoor runs.

Where: Beijing Qiaobo Indoor Ski Resort, 6 Shunan Lu, Shunyi District

When: Days 10 am to 10 pm, nights 9 pm to 10 pm

Entry: 240 yuan on weekdays, 330 yuan on weekends

Tel: 6941 9999

Tips

Check the weather forecast to make sure the day will be clear. Never go skiing when you are ill: colds have a bad effect on your mood and can worsen during the long exposure to low temperatures.

Wear a warm hat, waterproof gloves, thick socks and ski goggles. Ski suit can be rented at most resorts. Sunscreen is recommended because UV light is reflected by the snow.

Most snowsuits have a carrier pocket designed for mobile phones.



Visitors learn skiing at Yunfoshan Ski Field

CFP Photos

Editor: Zhao Hongyi

BEIJING TODAY

Designer: Zhao Yan

Stage

Piano Recital: Gerhard Oppitz

Gerhard Oppitz is a German pianist with an unusually broad repertoire, encompassing not only a vast range of traditional works – the complete Brahms and Grieg, and whole chunks of Mozart, Beethoven, Schumann, Ravel, Liszt and Von Weber – but also modern works by Boulez, Henze, Ligeti and Messiaen.

He has also been prolific in the recording studio with numerous multi-disc sets of music by Brahms, Grieg and Beethoven, as well as a vast number of individual CDs and various recordings involving accompaniment in chamber music and songs. Not surprisingly, the gifted Oppitz is multilingual, with fluency in seven languages, and has a passion for flying, often taking his plane to concert locales.



Where: National Centre for the Performing Arts (NCPA), 2 Chang'an Jie, Xicheng District

When: February 15, 7:30 - 9:30 pm

Tel: 4006103721

Email: ponypiao@damai.cn

Beijing Improv English Group's monthly show

Beijing Improv English Players is ready to take your suggestions and create scenes that will make you giggle, guffaw and laugh till your ribs are tickled pink.

Come join us for lots of laughter and bring your date!

Where: Penghao Theatre Cafe, 35 Dongmianhua Hutong, Dongcheng District

When: February 22, 8 - 10 pm

Cost: 500 yuan donation recommended

Tel: 6400 6472



Music

Carsick Cars' album release show

Carsick Cars is one of the most established indie rock bands in China. Their much anticipated third studio album 3, produced by Sonic Boom of Spacemen 3 and Hamish Kilgour of The Clean, in New York, is due out this month.



Where: Yugong Yishan, 3-2 Zhangzizhong Lu, Dongcheng District

When: February 28, 9 - 11 pm

Price: 100 yuan (door), 80 yuan (presale, with special EP)

Tel: 6404 2711

Website: yugongyishantickets.taobao.com

Bluegrass Night with the Hutong Yellow Weasels

Get an early start on the weekend with a hoedown in the book stacks courtesy of Beijing's own bluegrass band, the Hutong Yellow Weasels. The boys will get you hootin' and hollerin' as they strum the banjo and fiddle late into the night.



Where: The Bookworm, Courtyard 4, Gongti Bei Lu, Chaoyang District

When: February 20, 9 - 11 pm

Price: Free

Tel: 6586 9507

Books

The Lighter Side of China: Book talk with Scott Kronick of Ogilvy

Scott Kronick has lived in Beijing for nearly two decades and is the president and CEO of Ogilvy Public Relations, Asia-Pacific where he has worked with some of the largest multinational and domestic companies operating in China.

In his book, *The Lighter Side of China*, Kronick reveals the everyday entertaining life experiences that expats face. He explains these nuances in a welcomed contrast to the typical business, political and travel books that have been written on China.

Where: The Bookworm, Courtyard 4, Gongti Bei Lu, Chaoyang District

When: February 19, 7:30 - 9 pm

Cost: 50 yuan, 40 for members

Tel: 6586 9507



Book Fair at BCIS

Are you keen to read? Thousands of gently used books in all languages will be available. Kids books from as little as 1 yuan, paperbacks from 10 yuan and hardbacks from 20 yuan.

All funds raised will go to help those in need. For more information on BCIS' work and current campaigns, visit its website. There will be no early admission and no bulk buying by schools or libraries.

Where: Roundabout Book Fair at Beijing City International School, 77 Baiziwan Nan Er Lu, Chaoyang District

When: March 1-16, 10 am - 3 pm

Tel: 18310926450 (English), 13718053814 (Chinese)

Website: roundaboutchina.com

Exhibition

ISPO Beijing: International Tradeshow for Sports Equipment and Fashion

For nearly 10 years, ISPO BEIJING has been building a reputation as the leading sports business platform in the Asia-Pacific region. This dynamic event continues to grow, each year bringing new records of business achievement.

Check out the latest in sports equipment and fashion from over 550 brands, including established brands such as Asque, Ecco, Toread, Armada and their new Chinese competitors.

Where: China National Convention Center, 7 Tianchen Dong Lu, Chaoyang District

When: February 19-22, 9 am - 5 pm

Tel: (+86) 21 2020 5570

Price: Pre-register for free tickets



Espring Water Purifier Performance

Amway is one manufacturer that thoroughly tests its products to verify their performance. Amway employs a team of scientists and engineers dedicated exclusively to water treatment system development. They have tested eSpring™ Systems extensively to verify performance claims.

Ultraviolet Light Technology Performance Claims

Certified by NSF International under NSF/ANSI Standard 55

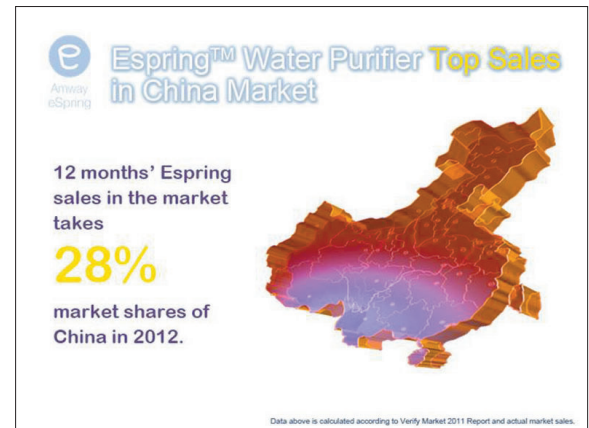
Based on third party testing, eSpring delivers a UV dose of 40 mJ/cm², which is capable of destroying more than 99.99 percent of waterborne disease-causing bacteria and viruses

System Performance Claims

- The cartridge treats 5,000 liters of water or one year
- Convenient, replaceable all-in-one filter and UV lamp cartridge
- More convenient than bottled water
- Easily attaches to most standard kitchen water faucets without special tools or plumbing connections
- System monitor indicates remaining carbon filter and UV lamp life
- Uses exclusive, patented technology.

Exceeding the Highest Industry Standards

Enjoying clean, fresh-tasting water every time you turn on the tap is a main reason to choose the eSpring™ Water System, but it's not the only reason. From the certifications it has received, to its performance and technology, this is why eSpring is the best choice for quality water.



Amway Espring Wins Frost & Sullivan Asia-Pacific Best Practices Water Filtration Company Year Award for Fourth Time

Industry analysts at Frost & Sullivan measure performance through in-depth analysis and extensive research to identify best practices in the water filtration industry. On November 6, 2013, for the fourth year in a row, they awarded Amway the 2013 Frost & Sullivan Asia-Pacific Best Practices Water Filtration Company of the Year Award for promoting high water quality standards in the Asia-Pacific region.

Feb 20 – Apr 20

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